

## Cards Set For Bobcat Grid Squad

Omaha's Title Chances Are at Stake in Peru Battle at League Park.

### FEATURES HOMECOMING

With two weeks of preparation behind them, the Cardinals are set to show the old grads a thing or two when they meet the Peru Bobcats at League Park tonight. Coach Sed Hartman, having taken advantage of the open date last week, has brought his squad along slowly and will send them into the fray in tip-top condition. The only casualty is that of Frank Hummel, regular guard, who, because of a leg injury, will not see action tonight. Loren Gammon, 198-pound sub, has improved so rapidly that he will try to fill Hummel's shoes.

The Peru gridders have won three games out of four, losing only to Chadron, the defending champions, 12 to 0. If comparative scores mean anything, the homecoming crowd, which is expected to be the largest in the school's history, will see a win (Continued on Page 4)

## Language Seminar Uses Phonograph

To facilitate improvement in foreign diction and reading, Dr. V. Royce West, head of the foreign language department, has secured an electric phonograph on which French, German and Spanish records may be heard.

In this way, the student listens to the correct pronunciation as many times as he wishes, makes a record of the same thing into the Ediphone, and then hears his own voice, and may correct his mistakes in inflections.

Besides the records bought, there will be records made by the teachers on the text assigned each week or so, according to what they think necessary to help their classes become familiar with the text.

In addition, Philip Steele, freshman, has drawn illustrations for the pamphlets which have the content of the records in them and which help the student to distinguish. (Continued on Page 3)

## Journalism Students Conduct Straw Vote

Journalism students of Dr. V. Royce West's extension class in news writing elected Edward R. Burke senator of Nebraska over Robert G. Simmons in a straw vote Tuesday evening. The democratic candidate was given a ten to four majority over his opponent.

For the other offices, the entire democratic slate was elected with the following results:

Governor—Cochrane, 8; Griswold, 4.  
Representative—McLaughlin, 11; Rhoades, 3.  
Sheriff—Hopkins, 7; Dorrance, 6.  
County Attorney—English, 7; Frost, 6.

## TUBERCULAR TEST TO DESIRIOUS STUDENTS

All University of Omaha students will be given the privilege of taking the tubercular test on Tuesday, November 13th. It will be given in the gymnasium in the morning from 9 to 10 o'clock. Students desirous of having the test made must have a written statement of assent from their parents.

Last spring this test was given in all of the Omaha schools. It is made possible through the efforts of the Nebraska Tuberculosis Association.

## Juniors Revote For President

Bill Nelson and Bennet Johnson Tie in Initial Race; Ballot Wednesday.

The presidency of the junior class will be decided at a special election to be held in the men's faculty building Wednesday, November 7, under the supervision of the Student Council.

The two candidates, William Nelson and Bennett Johnson, tied for first place with sixteen votes each at the all-University election held Friday, October 26, to necessitate Wednesday's run-off election.

Only members of the junior class will be allowed to vote, Woodrow Tietz, president of the Student Council, said Thursday.

## Donlon, Weiner On Varsity Squad

John Donlon, halfback, and Lou Weiner, end, showed up well enough in practice against the varsity during the past week to be promoted from Leon Fouts' freshman squad to the first squad.

Donlon, who starred as a high school player at Madison, Minn., was the star for the reserves in their scrimmage against the regulars, making the most consistent gains for the seconds by short line plunges. Weiner, an Omaha Tech graduate, has been the defensive sparkplug for the frosh, stopping the majority of the plays aimed at his flank post.

## CAMPEN SPEAKS TO CHEMISTRY CLUB

One field still open to the youth of today is chemistry in law, the University Chemistry Club was told Friday by Mr. William Campen, city chemist.

"Chemical dealings with law suits sometimes solve hit-and-run deaths and more often than not prove helpful to beneficiaries of insurance policies," Mr. Campen said.

Chemists are more than chemists, they are often the means by which recipients receive their full quotas from insurance policies, Mr. Campen stated.

## RELATIONS CLUB MEETS

The International Relations club met at the home of James McCreary, 1815 North 50th avenue, Wednesday evening, October 31. The forthcoming Saar plebiscite was the topic of an informal discussion. Refreshments were served at the close of the meeting.

## Rigg Senior Head; Wins Over 2 Boys

Girls Defeat Male Opponents in Annual Class Voting; Loder Frosh President.

### SOPHS CHOOSE MARSHALL

The traditional monopoly of the senior class presidency by men was abruptly ended by Miss Mary Rigg, who defeated two men candidates for that office at Friday's election in the men's faculty building. Miss Rigg is the first woman to be elected senior class president at Omaha University.

The only man to win a senior class office is Bob Brown, class treasurer. Other officers are: Robin Meyer, vice-president, and Lorraine Larson, secretary. Maxine Steincamp was elected vice-president of the junior class, and Lucille Mitchell, secretary-treasurer.

Morris Loder, Coach Sed Hartman's sensational punter, was elected president of the freshmen class; Virginia Anderson, vice-president, and Bernice Meade, secretary-treasurer. Ralph Marshall is the new president of the sophomore class; Joan Dorsey, vice-president, and Don Ryan, secretary-treasurer.

Both the regular and special election were supervised by the Student Council. Woodrow Tietz, president, and Minnette Myers, secretary, were in charge.

## 4-H CLUB GUESTS AT FOOTBALL GAME

Several hundred 4-H boys and girls who are exhibiting cattle, sheep and hogs at the Ak-Sar-Ben stock show have received tickets for the Omaha-Peru football game at League Park tonight.

These youthful cattle exhibitors from Nebraska and Iowa will be guests at the game in accordance with arrangements of the farm youth committee of the Junior Chamber of Commerce.

## Former University of Omaha Athletes Establish Envious Record as Coaches

If you want your boy to become a football coach send him to the University of Omaha.

The truth of this statement can easily be ascertained by a little research into the activities of Cardinal athletes after graduation. Practically all of the small group of athletes who have received degrees from Municipal University are now located in coaching positions.

Going back to graduates of a decade or more ago we find that Ernie Adams, one-time Cardinal basketball star, is now head coach at Omaha Benson High, where he has established an enviable record. Though he has only a small number of students from which to pick a team, Adams' basketball squads have won first place honors in both the City and Interstate high school conferences several times in the past few years.

Roberts at Nebraska Wesleyan Paul Davis, who along with Adams, was a member of the undefeated Omaha University bas-

## AERONAUTICAL THEME TONIGHT AT GAMMA

The Gamma Sigma Omicron pledges have become air-minded, as will be proved by the decorations for their dance in the gymnasium this evening from 9 to 12 o'clock. The entire gymnasium will represent a landing field, and the bids are in the shape of small airplanes.

At first it was planned not to start the dance until after the Peru football game tonight, but this would be such an indefinite time that the music, furnished by the Colonial Club orchestra, will begin at 9 o'clock as usual.

Margaret Rhoades, president of the pledges, is in charge of all the arrangements for the dance.

## Adams Suggests Indian Ceremony

Omaha Grad, Former Coach, Offers Plan for Pageant Based on Tradition.

"Students of the University must take the Indian traditions seriously if a plan for Indian traditions is accepted," stated Ernie Adams at a recent meeting of the Student Council. "To the Omaha tribe, their ceremonies were their religion."

A ceremony for initiating the freshmen was suggested by the alumni. The ceremony would take place at night around a large fire. The "hosts," who would be the upper class men, would march in first, singing a University song. They would be followed by several small groups of students, who would symbolize different factors in the school. There would be songs and Indian dances. Many similar ceremonies are to be found in the books on Indians at the University and public libraries.

There are six sororities and four fraternities in the University of Omaha social group.

Edward Clark, ex '36, is now attending the University of Chicago.

## Omaha Uni. Celebrates With Grads

"Indian Princess" Chosen at Banquet Last Night; Students Parade Today.

### RALLY AT FIELD

It's Homecoming! And Omaha University's annual homecoming festival, celebrating the return of alumni to the school campus, continues today with a pep rally in the gym, a parade through the downtown district, a bonfire rally and, finally, a game with one of Omaha's traditional foes, the Peru Bobcats.

### TODAY'S HOMECOMING PROGRAM

10:00—Assembly in Gym.  
2:00—Homecoming Parade.  
6:00—Bonfire Rally at Athletic Field.  
8:00—Omaha-Peru Game at League Park.

Homecoming started Thursday night with a dinner dance at the Elks' Club, featured by the election and coronation of an "Indian Princess." (Continued on Page 4)

## Faculty Members Speak to Association

Two faculty members of Municipal University spoke at the Nebraska State Association of Deans of Women held in Lincoln, Friday, October 26.

Mrs. Stevens, dean of women, spoke in the morning on the "Value of Professional Associations," with special emphasis on the association of deans of women.

Dr. Wilfred Payne addressed the afternoon session on "Progressive Colleges." After raising the question, "Can colleges survive?" he pointed out that the decrease in attendance at the various colleges was attributable, not to finances, but to the fact that the schools were not good enough. Timeliness in construction and ability of the faculty is necessary for a good school. "A good university," he concluded, "is a good faculty, nothing less."

## Witman's Book Goes to Press

"Comparative Government, Visual Outline," a hand-book by Mr. S. L. Witman, assistant professor of political science, will be published within a week by Longmans, Green and Company.

The book is principally a collection of charts on the governments of Europe, and these are connected and related to each other by an informative outline. Mr. Witman told a Gateway reporter Wednesday.

This is the second book on government Mr. Witman has had published and is compiled in the same order as the first, which is called "American Government, Visual Outline."



## THE GATEWAY

Official Student Publication of the  
Municipal University of Omaha

Published Under the Authority of  
the Board of Student Publications

MEMBER  
Associated Collegiate Press

1934 Collegiate Digest 1935

## EDITOR

Randolph M. Claassen

## MANAGING EDITOR

Duane Butler

## CONTRIBUTING EDITORS

Franklin Buxton, Adolph Schneider

## NEWS EDITOR

Rosella Prall

## SPORTS EDITOR

Joe Greenstone

## STAFF

Alice Wear, Frances Fore, Glen Cunningham, Martin Speckter, Marion Earhart, June Corkin, Macy Baum, Charles Horejs, Virginia Lee Long, Betty Lou Stringer, and Cecil DeLong.

## BUSINESS MANAGER

Morris Fisher

## ASSISTANT

John Moutka

## CIRCULATION MANAGER

Minnette Myers

## ASSISTANT

Sam Adams

## WELCOME, GRADS

Welcome, alumni! We're glad to see you back. Of course, I know that sounds rather prosaic, and like some of the same old stuff. Anything written is apt to sound that way, but, really, it is most sincere and hearty. I hope you can read between the lines.

We're glad to see you for two reasons. First, simply just to see you and renew old friendships, and second, it gives you a chance to check up on us, our school spirit, our activities and organizations and our aspirations, and that in itself is good for us.

Homecomings are different than others, now that we are municipal. It, to a large extent, is the alumni of the old school coming back to see the progress and growth of the new school, that which you dreamed of, labored for, and finally brought into existence. It was your idea, your vision and the present is the result of your efforts. We, who have had no part in creating it, reap the benefits. It has taken two or three years for some of us to appreciate this which has been laid at our feet, and some haven't quite gotten the idea yet. However, we are ripening from the heart out. Although you can't see it, there are some pretty good ideas floating around, and some pretty sincere and hard effort put in to bring those ideas into something tangible. It, sometimes, takes a long while for aspirations to become realities. There are those who have caught your vision, and accepting it have gone on dreaming other dreams of future greatness, working that others in years to come may reap the results.

To the student body, may we suggest that on this home-

## THE KEYHOLE

Marksheffel, Young and O'Grady are going to Ames this week-end to make a "social" call... Marshall and Larson are sorta disappointed... they thought all along that they were the one and only... it looks sorta bad when the girls go 161 miles for a date... I wonder if their interest could be in a certain "Elmer" they were introducing to everyone Friday night... We understand the Phi Delt actives have "it"... short for itch... Anderson Meade (made) a Loder (lowder) impression so they are the new freshman officers... Due to a "taking down" by the Theta actives, their pledges are now getting along very nicely with the Sig Chi pledges... Well, Bob Johnson has finally found a new interest... he thinks Challman is O. K... Minnie seems to think Challman won't date Bob, but I don't agree with that... not from the way they act when they are together... Underwood was a mighty happy man last week end... reason—Margery was in town... Looks like Al Thornton is making a walk-away with Elsie Su... This is the third time that Benny Johnson has run against Nelson and the score to date is one won, one lost and one tie... Benny won the first, 'as President of the Sophomore class, lost the second by three votes in the Council election and the recent Junior class election is tied... they are still very close friends... When Benny told his mother that we were having our homecoming this week she was very jubilant... she thought he meant he was going to spend a night at home with the family for a change... well, the Gammas are all afflitter about the dance tonight, so let's all turn out and show them we enjoyed it... s'long.

## N. I. A. A. STANDINGS

	W.	L.	T.	Pct.
Chadron	2	0	0	1000
Omaha	1	0	1	1000
Peru	1	1	0	500
Wayne	0	1	1	000
Kearney	0	2	0	000

Chadron Normal, the defending champs in the Nebraska Intercollegiate Athletic association, slipped into undisputed possession of first place in the conference standings last weeks as they beat Wayne, 20 to 0, while the Omaha Cardinals were idle.

It was the second league win for the Eagles, who had previously defeated Peru by two touchdowns. Peru, meanwhile, moved into third place with a 7 to 0 triumph over the Kearney Antelopes.

## FRANKEL TAKES LEAD

Sylvan Frankel, '37, has been chosen as one of the leads in the Rose Franken play, "Another Language," which is to be presented at the Jewish Community Center on November 27, under the auspices of the Center Players' Guild. As a movie this play starred Helen Hayes and Robert Montgomery.

coming, created to do honor to our alumni, you join in to make it a success. It is, after all, entirely up to you. A well selected committee has worked hard to plan it, but a general lack of interest on the part of the students could make it a total "flop." Let's individually do our part to pull together to make the whole a success. You'll get more out of it than you put into it. Besides being useful, you'll have a lot of fun. Try it!—C. D. L.

## Greek News

## Gamma Sigma Omicron

Gamma Sigma Omicron sorority held a Halloween party last Monday evening at 8 o'clock at the Fontenelle Park Pavilion, for the alumnae, active, and pledge chapters.

The alumnae, who were in charge of entertainment, presented stunts and led the games. The refreshments were served by the active chapter, with Olive Musil and Virginia Wilson heading the committee.

## Kappa Psi Delta

Kappa Psi Delta met Monday, Oct. 22, at the home of Virginia Barnum. Four new girls, Francine Campbell, Florence Green, Eleanor Greusel, and Claire Williams, were formally pledged, and the rest of the pledge class entertained the actives with readings.

Patricia Bush was elected vice-president of the active chapter and rush chairman for the coming year.

## Pi Omega Pi

The regular meeting of Pi Omega Pi was held Monday, Oct. 22, at the home of Virginia Lee Long with Cathleen Campbell and June Corkin as co-hostesses.

Woodrow Tietzort and Robert Brown told the girls about the plan for the all school dinner and other suggestions for entertainment at the annual Homecoming.

## Sigma Chi Omicron

The Sigma Chi Omicron meeting was held Monday, Oct. 22, at the home of Jane Rowland, with Dorothy Brown as assistant hostess. The pledges, whom the actives thought were safely in an upstairs room learning the Greek alphabet, crawled out of the second story window on to a porch roof and from there to the ground and escaped. Later in the evening, a small boy came to the door with a large package wrapped in tissue paper and tied with an immense red bow, and which was addressed to Dorothy Anderson. Upon opening the package she discovered a dead squirrel, which had been sent by the pledges.

Since Monday, Oct. 21, Sig Chi pledges are not allowed to wear makeup of any sort as a punishment for skipping the meeting.

## Beta Tau Kappa

Beta Tau Kappa held its bi-monthly meeting Sunday, Oct. 21, at the home of President Joe Greenstone. The pledges are planning to give a dance in the near future, but no date has been set as yet. On Sunday, November 4, the active chapter and the pledges will hold a steak fry.

## Phi Sigma Phi

The regular meeting of Phi Sigma Phi fraternity was held Monday evening, October 22, at the home of Paul Brauner. The pledges announced their final plans for the pledge dance, which has been set for November 23.

## ACCEPT WILCOX ARTICLE

An article, "Teaching Foreign Languages," written by Howard Wilcox, '35, appeared in the October issue of the Nebraska Educational Journal. It tells about the new method of teaching foreign languages by the use of the Ediphone and illustrations as introduced by Dr. West, head of the language department at Municipal University.

Former Municipal university athletes can, for \$3, secure a life pass which will admit them to all Cardinal athletic events.

## Extension News

A joint committee of civic organizations of Council Bluffs has requested the University administration to arrange through the Extension Department a course to be conducted by Dr. V. H. Vartanian of the Department of Philosophy. The organizations co-operating with the Y. M. C. A. include the Council Bluffs Senior Chamber of Commerce, Junior Chamber of Commerce, the Rotary Club, the Kiwanis Club, the Ministerial Association.

These organizations have promised a minimum enrollment of one hundred. Plans are completed to hold the first meeting on November 5th in the Y. M. C. A. auditorium in Council Bluffs. As Dr. Vartanian is an accredited teacher by the International Council of Religious Education, Standard Leadership Training credit will be given those who complete and meet all the requirements of the course.

## University Sues City

## For Back Taxes Due

A recommendation that the city confess judgment in Omaha Municipal University's suit to collect \$43,550, representing the University's share of railway terminal tax money for 1931, brought on a lively discussion in the city council meeting this week.

City Attorney Smith stated that the city had no legal defense. "The city spent money that belonged to somebody else, and must pay it back," he said.

## Sick List

Miss Pearl Schaefer, Secretary to Dean Edgar A. Holt, is convalescing after a tonsilectomy.

Frank Hummel, varsity guard, is in the Covenant Hospital, due to a blood clot in his right leg.

Joel Thompson, '35, underwent an emergency appendectomy Tuesday evening.

Cliff Anderson, second string halfback, is suffering from a broken finger.

Lowell Curtis, captain of the 1934 basketball team, is convalescing from a sprained back, received in a pre-season scrimmage.

## CLUB STARTS LIBRARY

A library of books dealing with contemporary international affairs is in the process of being built up by the International Relations club in the Social Science faculty room in Joslyn Hall.

Twelve books sent to the club by the Carnegie Endowment for Peace have been put on the shelf. Students may check out the books for one week. The club expects to add to this collection during the coming year.

## Dr. West Speaks at Blair

By special request of Superintendent I. J. Montgomery, Dr. V. Royce West journeyed to the Blair High school last Tuesday to demonstrate to two French classes and a Latin class the way in which the foreign languages are taught at Omaha University, using the new Latin and French records, just secured for the foreign language seminar, and the Ediphone equipment.

Correct  Clothes

**Browning King & Co.**

Quality Assured Always

LIGHT when it's warm  
warm WHEN IT'S CHILLY

**Llampaca  
FALL  
Overcoats**

Have City Manners and  
a Tough Constitution

- They're Soft and Silky
- The Nap Won't Rub Off
- They Refuse to Wrinkle
- Very Dressy in Appearance
- The Models Are Exclusive

In Small Gray Check or Oxford  
Tan and Brown

**\$35**

Llampaca has that easy, indifferent appearance which marks you as a man of discriminate taste. Woven of rare fleeces, light and warm, it provides the answer to our quick-changing climate.

Slip-on, Raglan, Guards,  
Gabel Yoke and Half Belt

Browning  
King  
Corner—  
Main  
Floor



# FORMER OMAHA UNI ATHLETES SET RECORD

(Continued from page 1)  
older schools and won a majority of their games. A 67 to 0 victory over Omaha North High was chalked up when Thompson was at the Bluffs school.

## Huff Makes Good

Among the more recent Municipal University graduates who are coaching is Rex Carden, former basketball and football player. He is beginning his second year as head coach at Wahoo, Nebr. John Roberts, '31, is now head of the athletic department at Nebraska Wesleyan University. His 1933 football team, which lost to the Cardinals 28 to 0, tied with Hastings college for first place honors in the Nebraska church college

conference.

Carroll Sales, '33, who won four letters in both basketball and football, is athletic director at Missouri Valley, Ia., High school. His 1933 team won more games than it lost, which is something Missouri Valley teams have not been able to do for several years. Bennie Huff, a teammate of Sales, is now coaching at Blair, Nebr. Huff, an all-conference quarterback in 1931, is apparently imparting some of his skill to the Blair squad, for the 1933 team won four games, tied one and lost two. The

tie contest was with Missouri Valley.

Hugh Hanks, '34, one-time Cardinal football lineman, is now assisting Sales at Missouri Valley. Leon Fouts, '34, is one of Coach Sed Hartman's assistants. He is coaching the first freshmen football team in the University's history. Elmer Ossian, '34, a two-letter winner in both football and basketball, is head coach at Strahan, Iowa.

# LANGUAGE SEMINAR USES PHONOGRAPH

(Continued from Page 1)

guish what is being said. The French records are made by the Linguaphone Institute in London and the German records are put out by the Telefunken company. Dr. West stated that all students interested may come in and use the room and its facilities as they see fit, in helping them with foreign languages.

The seminar is open all day Tuesday, all day Thursday, except from 11:00 to 1:00, Monday, Tuesday, 9:00 to 10:00 and 2:00 to 3:00, Wednesday from 8:00 to 9:00, 10:00 to 11:00, and 11:00 to 12:00, and Friday from 8:00 to 9:00, 11:00 to 12:00, 1:00 to 2:00, and 3:00 to 4:00.

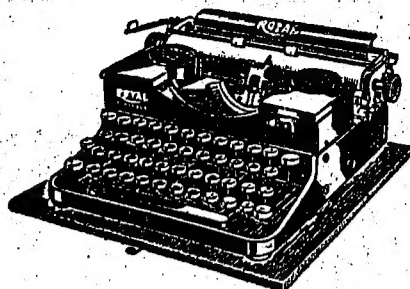
## MAKE A HIT

... with the girl friend. Take her to the Gamma Dances in a PUBLIX CAB. No charge for extra passengers. Low Rates. Classy Cabs.



## REXALL 1c SALE

TODAY and SATURDAY  
LANE DRUG CO.  
24th and Ames Ave.  
30th and Fort Sts.  
16th and Locust Sts.



## Better Your Marks With a Typewriter

Every Make  
Large or Portable  
Low Prices  
Easy Terms

Special Student Rental  
Rates  
New or Used

ALL MAKES TYPEWRITER CO., Inc.

HOME OF THE ROYAL PORTABLE  
For Student Home or Office

205 South 18th Street

Phone AT. 2413

WHEN YOU WANT A NEW FOUNTAIN PEN  
**TED'S**  
PEN SHOP  
ON 16TH STREET AT FARNAM  
HOSPITAL FOR PENS

# Good Taste!



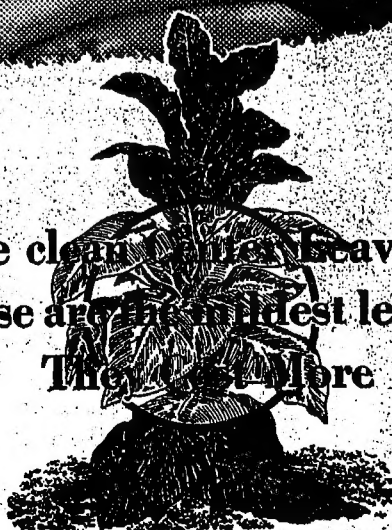
# Luckies

## They Taste Better

You'll find every Lucky firmly round and fully packed with long golden strands of fine tobacco—only the clean center leaves—these are the mildest leaves—they cost more—they taste better.

The clean center leaves—these are the mildest leaves

They cost more



"It's toasted"

✓ Your throat protection—against irritation—against cough



**OMAHA U. CELEBRATES  
HOMECOMING TODAY**

(Continued from page 1)  
Princess" to reign over today's activities.

The Princess will occupy the post of honor in the parade.

Speakers at the banquet were Dr. W. E. Sealock, Dr. W. H. Thompson, Dr. Edgar A. Holt, Randolph Claassen, '35, Minnette Myers, '36, Mary Owen, '37, and Macy Baum, '38. Mary Rigg, senior class president, acted as toastmistress.

**DRINK  
IDEAL BEVERAGES  
PURE—DELICIOUS  
An "Omaha" Product**

**JAMES P.  
HOCTOR**

DEMOCRAT  
FOR  
COUNTY CLERK

- EXPERIENCED
- EFFICIENT
- COURTEOUS

EX-SERVICE MAN

—O—  
YOUR VOTE WILL BE  
APPRECIATED

The first issue of the Gateway appeared in 1921. Previously the year book had been called the Gateway.

"Chess is the game which does most honor to the human mind."—Voltaire.

**OMAHA SCHOOL  
SUPPLY**

Everything for Schools  
OMAHA, NEBR.

**VOTE FOR  
WM.  
"Bill"  
GREEN**

DEMOCRAT  
For  
COUNTY  
SURVEYOR

He Is Experienced,  
Efficient, Honest  
and SOBER

**CARDINALS SET FOR  
BOBCAT GRID SQUAD**

(Continued from page 1)  
chalked up for Omaha. For while the Red Birds trounced Kearney 38 to 0, the Bobcats had a tough time winning 7 to 0 against the Antelopes.

Have The  
**SARATOGA**  
Transfer & Storage Co.  
Move You  
PROMPT CAREFUL  
RESPONSIBLE

**Cochran Visits Faculty**

Roy E. Cochran, democratic candidate for governor, visited with several faculty members and students at the University yesterday afternoon.

**FOR RENT  
Underwood  
Typewriters**  
Standard and Portable  
See the Underwood Noiseless  
Underwood Elliott Fisher Co.  
1721 Douglas St. JA. 4061

**E. E. SEE CO.**  
110 North 15th St.  
FLAGS BANNERS  
PENNANTS LETTERS

We Print "The Gateway"  
and  
Various Commercial Jobs

**OMAHA  
LINO-SLUG CO.**  
Phone JA. 2265  
124 N. 14th St. - Omaha

**ELECT  
SIDNEY J.  
GOTTNEID**  
(Present Chief Deputy)  
**CLERK**  
**DISTRICT COURT**  
Qualified By Training  
and Experience

**Sam  
K.  
Greenleaf**

For Re-Election  
as  
COUNTY ASSESSOR

Competent and Reliable Tested and Approved

VOTE FOR HIM

# Let's find out why Turkish tobacco is so important to a good cigarette



Native tobacco grower  
telling American tourists  
how Turkish tobacco  
is cured.

*On the sunny slopes of  
Smyrna... in the fertile  
fields of Macedonia... along  
the shores of the Black Sea  
... grows a kind of tobacco  
that is different from any  
other tobacco in the world.*

**THESE** Turkish tobaccos  
are the only tobaccos of  
foreign cultivation that are  
used to any great extent in  
making American cigarettes.

Turkish tobaccos are famous  
for their spicy aroma, and a  
blend of the right kinds of  
Turkish tobacco with our own  
home-grown tobaccos is better  
than any one kind used alone.

*In Chesterfield we balance  
mild, ripe tobaccos grown  
in this country with just the  
right amounts of the right  
kinds of Turkish.*

It is by blending and cross-  
blending these different tobac-  
cos that we make Chesterfield  
the cigarette that's milder, the  
cigarette that tastes better.



Turkish tobacco hung in  
the open air to be cured.

*On the air—*

MONDAY ROSA PONSILLE  
WEDNESDAY NINO MARTINI  
SATURDAY GRETE STUECKGOLD  
KOSTELANETZ ORCHESTRA AND CHORUS  
8 P. M. (C. S. T.)—COLUMBIA NETWORK